

Off the Charts!



California Recreation Trends



California Department of Parks and Recreation, Planning Division

- Caine Camarillo
- Keith Demetrak
- Linda McDonald
 - Eric Natti
- Michael Seaman
 - Laura Westrup



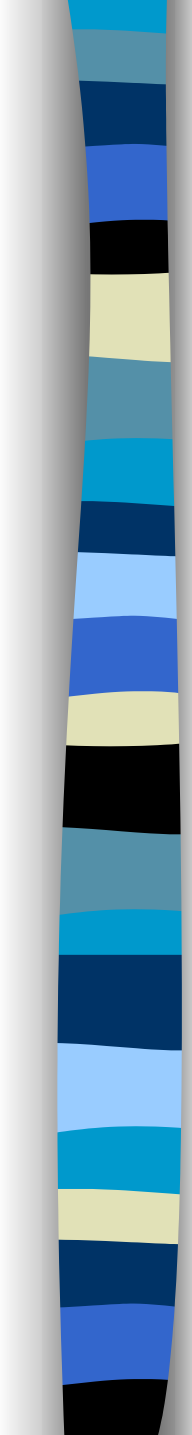
Agenda

- Introduction - Keith Demetrak
- Set-Up Exercise - Linda McDonald
- Demographics & Hot Topics - Linda McDonald
- Public Opinions & Attitudes 2003 - Eric Natti
- Marketing/Foundation Survey - Keith Demetrak
- Leaders' Opinions Survey - Laura Westrup
- Interactive Exercise - Linda McDonald
- Wrap-Up/Conclusion - Keith Demetrak



Things that make you go hmmm...

- **What areas of California have the most athletic, affluent and educated women?**
- **What percentage of people either strongly or somewhat support increasing taxes to pay for parks and recreation areas and facilities?**
- **What percent of Californians were aware of the State Park fee decrease in the prior year?**
- **What is an often under-appreciated but publicly recognized benefit of parks and recreation?**

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- **Program planning or needs assessment**
 - **Secure funding or prepare budget justifications**
 - **Create partnerships and enlist community support**